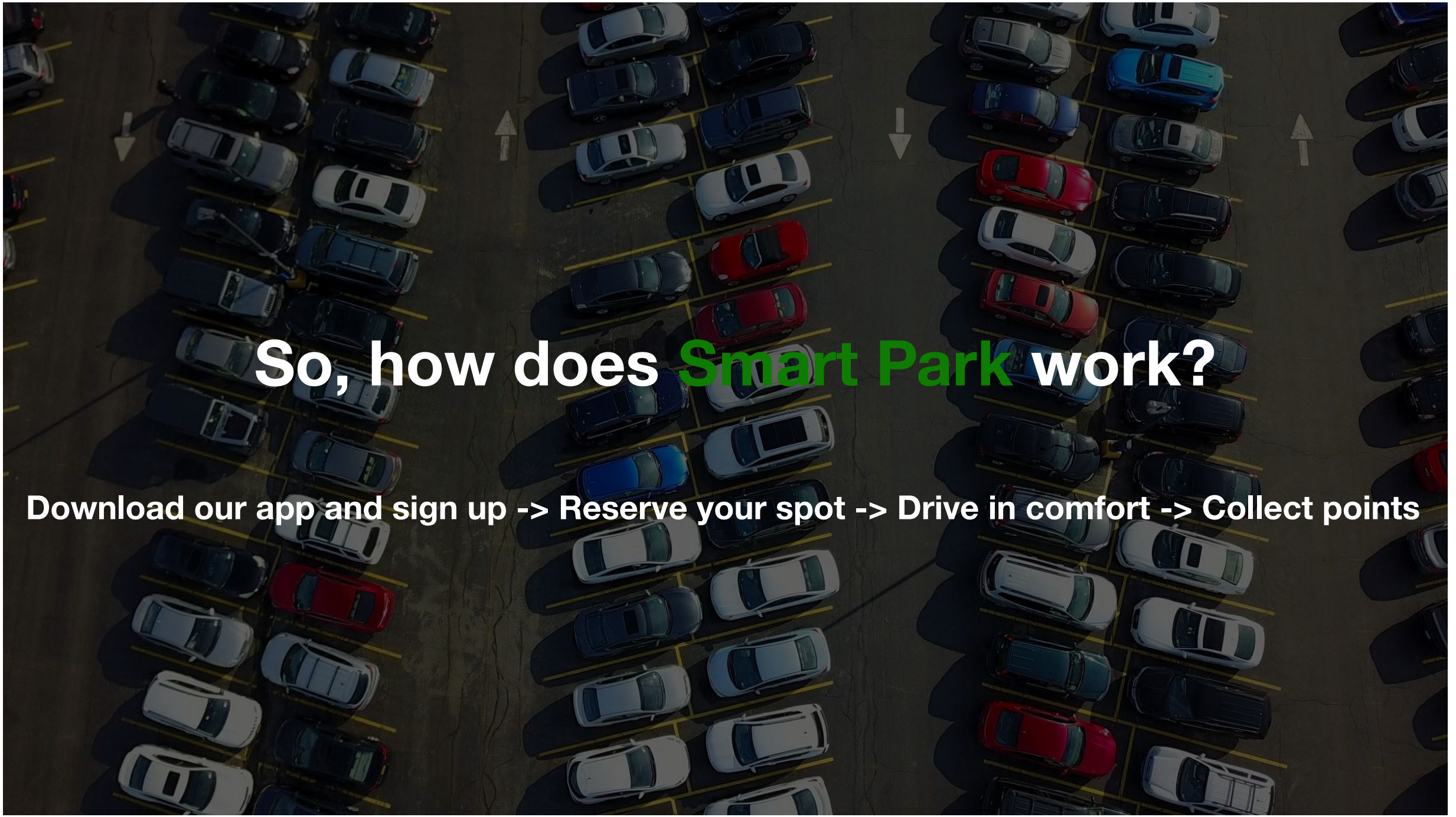
SMART PARK

# The inspiration behind Smart Park


So, how does Smart Park work?
Download our app and sign up -> Reserve your spot -> Drive in comfort -> Collect points

# Our Membership Plans

| Standard membership | Premium membership |
| --- | --- |
| No charge | $9.99 per month |
| • Can access our parking spot map | • Can access our parking spot map<br>• Can reserve parking spots on the map<br>• has access to our reward system |

Smart Park Website Demo

# Our Team

Samih Karroum

Omar Abotahoon

Yuzhe Wang

Omar Aly

Amani Farid

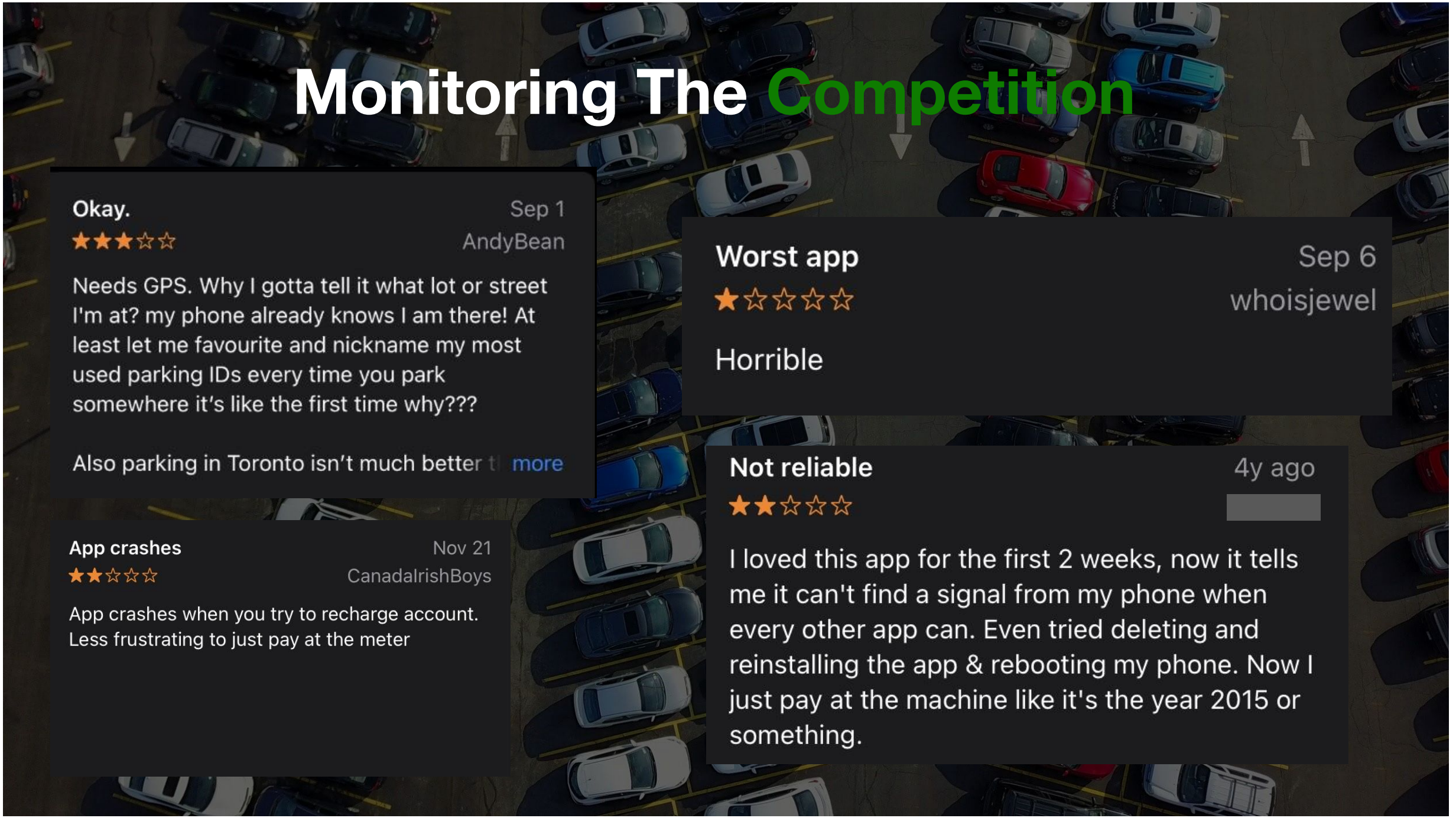
David Swartz

The Vision

# Competitors

| | Smart Park | Spot Hero | Green P | Park Whiz |
|---|---|---|---|---|
| iOS and Android | ✓ | ✓ | ✓ | ✓ |
| Advance Booking | ✓ | ✓ | X | ✓ |
| Services Available in Ottawa | ✓ | ✓ | X | X |
| Point Reward System | ✓ | X | X | X |
| 24/7 Customer Service | ✓ | Unsatisfactory | X | X |
| Cost-friendly | ✓ | ✓ | X | X |

# Monitoring The Competition



Our Market

# Product Development and Profitability

Today’s Objective

Thank you!

- The Product's Origin - **Omar Abotahoon**
  - How did you come up with the idea? What was your inspiration?
- The Product Definition - **Omar Aly**
  - What is your product and what does it do?
- The Pricing - **David Swartz**
  - How much does your product cost?
- Your competition - **Amani Farid**
  - What other companies are building products like this?
- Your market  - **David Swartz**
  - How many potential customers could you have? How much money would that amount to?
- What stage are you at? - **Samih**
  - Most of you will say you're in the early product development stages.
- The Team (highly recommended) - **Everyone**
  - Who makes up the team? Why would people invest in your team? What are their backgrounds and qualifications? What makes them different?
- Marketing Website (mandatory) - **Omar Aly and Omar Abotahoon**
  - Show the website that you built to advertise your product and team and talk about why you built it the way you did
- The Vision - **Yuzhe Wang**
  - How is your product going to change the world? What is your vision for the future of this product?
- The Call to Action (highly recommend) **- Amani Farid**
  - Why are you pitching today? Are you looking for other people to join your team? Are you looking for investment? Are you looking for advisors? Are you looking for customers? Are you looking for beta testers?